

# Newsletter Issue 9/2016

September  
2016



## From the President's Desk

by Dave Marr

As this will be my penultimate 'From the President's Desk', as I don't intend to stand again for President, I'll reserve my summing up of the past 4 years until the October newsletter. This issue I'll look at those things that are of interest at present or in the not too distant future.

Of course if you're an AAIR member, you will be aware that this year's AGM, to be held at the Sydney Forum in November, will include the election of office bearers. As stated above, as I don't intend to re-nominate for President, 2017-18 will see a new President take the helm. A number of communications have been sent to members seeking nominations for the various positions. As Liesha so dastardly put it in her latest communication, 'Nominate or be vaporised'. Unfortunately, the animated gif didn't work for me in MS Outlook. If you missed it, see the browser version in case you've decided to hit the 'Nope' button.

Nominations close on 26<sup>th</sup> September although late nominations may be accepted if there are vacancies and you grovel enough. If required, the election of office bearers will occur at the AGM on Wednesday 16<sup>th</sup> November. Everyone attending the Forum as a full registrant will be eligible to vote as they become members of AAIR from Day 1 of the Forum (i.e. only non-member day registrants will be ineligible to vote).

Also at the AGM we'll be putting some rule changes to the membership. These are mainly a tidy-up and to incorporate some of the legislative changes that were highlighted in 2013. If you're a member and can't make the AGM, you can nominate someone to act as a proxy for you. Members will receive both the rule changes and proxy forms with the agenda in mid-October.

AAIR is still pursuing its strategic projects although perhaps at a suboptimal pace. The web redevelopment project is entering a phase of final drafting of a Website Redevelopment Design Brief. Subsequently this document will be sent out calling for quotes. It would be hoped that the new website, in WordPress, will be launched in February 2017 before our current website's hosting is due for renewal in March 2017. Look forward to that.

On the back of the success of the Melbourne regional event, we're intending to hold a Sydney regional event in February. It will be an opportunity for any interested AAIR parties to meet together in a more intimate environment. We are yet to lock in a venue although we have looked at several good options and we're yet to sign up a speaker. Bulletins will be sent out closer to the date. Any suggestions will be warmly received.

Our membership model has been something we've been grappling with for quite some time. Greg Jacob and I hope to take a final

document to the 6 October Committee meeting. If endorsed, AAIR membership is likely to change from 2018. I'll have more to say hopefully in the October issue of the Newsletter on this matter.

Can you believe it? We are still looking for a new newsletter editor to commence in January 2017 for a 2 year period; or for 12 months; or perhaps two people doing alternate monthly newsletters so each person would only need to do a newsletter every two months. We can also arrange for Liesha to do the formatting and publication if someone could simply compile the material. As you can see we're open to a range of options so please budding writers, let us help you fulfil your lifelong dream. You get free registration to both AAIR Forums if that isn't enough!

I'll be at the Sydney Forum at least for the Forum Dinner on Tuesday and all day on the Wednesday so come up and say 'hello'. It's promising to be a great Forum so refer to the advert later in the Newsletter and register ASAP.

I'm always pleased to hear your views so feel free to drop me a line at [president@aaair.org.au](mailto:president@aaair.org.au), or via our Secretary, Andrea, at [secretary@aaair.org.au](mailto:secretary@aaair.org.au).

Dave Marr,

President



**When:**

14-16 November, 2016

**Where:**

Crowne Plaza Coogee, NSW

**Registration is now open****Preliminary Program Announced**

Take a moment to view the concurrent sessions confirmed for this year's AAIR Forum. With thirty concurrent sessions and speakers from leading institutions from across Australia and New Zealand, the program aims to promote engagement, knowledge sharing and innovation. Please keep an eye out for further program announcements in the coming weeks.

**WELCOME**

Welcome to the 2016 Annual AAIR Forum which is being held in beautiful beachside Coogee, NSW, Australia. The 2016 Forum: Bridging Data and Decisions, is being held over two days on the 15th and 16th of November, with a welcome reception, pre-forum workshops and special interest groups to be run on Monday, 14th November 2016. Only 20 minutes from the Sydney CBD and Sydney airport, Crowne Plaza Coogee is a convenient and ideal location for this year's event where AAIR guests will enjoy a beautiful beach side setting away from the hustle of the city.

We will hear from specialists across Australasia who will focus on the various topics that fall under the banner of

institutional research including: business intelligence and analytics; compliance and government reporting; informing learning and teaching through evaluation and surveys; planning, policy and positioning plus many more sub themes.

This year's special interest groups will be run on the day prior to the forum, in addition to workshops so that those with a particular interest in these topics can elect to attend an extra day.

We look forward to welcoming our valued sponsors who continue to support the event, many of whom continue to participate in sessions and really are part of the fabric of the AAIR Fora. Over many years, these sponsors have been assisting IR staff to develop their services through technological solutions or other forms of assistance. Take the opportunity to speak with these vendors as often they're working closely with many of your colleagues in other institutions.

Now in its 27th year, the Forum is the leading event for those working in institutional research and we anticipate a fantastic program which will be supported by the many institutions across Australasia. Join us in Coogee where we'll be Bridging Data and Decisions at the AAIR Annual Forum!

**Dave Marr**  
President, AAIR.

**Themes**

- Benchmarking for Continuous Quality Improvement
- Informing Learning and Teaching through Evaluation and Surveys
- Closing the Loop – Putting Evidence into Practice
- Influencing Change through Information and Evaluation
- Modelling the Implications of Change
- Looking forward, looking back, new horizons
- Compliance and Government Reporting
- Planning, Policy and Positioning
- Business Intelligence and Analytics

**Our Sponsors:**

# Higher Education@home

by Louise Hargreaves

## Higher Education Reform

1. [Australia's politicians will 'return to table' on fee deregulation](#). Australia's politicians will have to return to talks about fee deregulation "to deal with our public finance issue", according to the Queensland University of Technology vice-chancellor. Peter Coaldrake also warns in a newly revised edition of his 2013 book, [Raising the Stakes: Gambling with the Future of Universities](#), that with the government still budgeting for major cuts despite plans for higher fees being thwarted, the Australian sector "remains highly vulnerable when reality finally hits".

## Policy & Regulation Watch

2. [TEQSA: New Standards Transition materials available](#). As part of the transition to the new [Higher Education Standards Framework \(Threshold Standards\) 2015 \(HES Framework\)](#), in March 2016 TEQSA released various guidance materials for consultation. The consultation period recently closed, and TEQSA has now released updated versions of the following materials reflecting feedback received.
3. [Opening address to the ACPET National Conference 2016 – Minister for Education and Training](#). We are a high performing, high quality education nation but anyone who denies there have been some challenges to quality, especially in vocational education in training, needs a reality check. From the perspective of our international education reputation, these challenges to quality outcomes have thankfully been largely limited to the domestic market.

## Higher Education Funding

4. [Study shows universities 50 per cent better off than a decade ago](#). Cries of penury from universities facing a 20 per cent funding cut are ringing hollow in light of new analysis that reveals the

sector is 50 per cent better off in real terms than it was a decade ago. A sobering analysis, [The Financial Health of Australian Universities](#), released in early September, of university finances by Ian Marshman and Frank Larkins from the LH Martin Institute shows most universities were much better off in terms of revenue and assets in 2014 than in 2004.

5. [Go8 allocation plan promises 'diversity, autonomy'](#). Each university should be allocated an envelope of places that it could allocate however it wished across masters coursework, undergraduate and sub-bachelor places, allowing for diversity and institutional autonomy, says the Group of Eight. Go8 chairman Michael Spence said it was time for an in-depth discussion about the funding of the sector.
6. [WiseTech founder says start-ups should avoid government handouts and universities](#). The founder of local tech success story WiseTech Global, Richard White, has said Australian start-ups should avoid government grants and university collaborations, and consider the small domestic market size a blessing not a curse, as it helps build resilient companies.

## Sector News and Views

7. [Department of Employment - Australian Jobs 2016](#). In 2016, the Australian labour market is markedly different from that experienced by workers in past decades. The Australian Jobs publication presents an overview of the current labour market and highlights the major changes which have occurred, including for industries and occupations. It is designed to meet the needs of a range of users, such as people exploring careers, those supporting people into employment and students who want a better understanding of the labour market.



8. [New figures highlight support for disadvantaged higher education students](#). New Federal Government data has shown significant increases across recent years in the number of higher education students from disadvantaged backgrounds, including those from regional and rural Australia, Indigenous students and those from low SES areas.
9. [Imagining a possible future for third space professionals in Australian universities](#). While engaging with the literature pertaining to professional staff in higher education, we noticed a clear shift in the debates that has been taking place in the last two decades. The early discussions focused primarily on professional staff nomenclature variations across institutions and across countries (Australia, UK and US in particular), on "us and them" dichotomies that exists in professional and academic staff relationships and, more generally, on the constraints that the neoliberalism agenda imposes on universities and on university staff.
10. [John Howard, Bob Hawke to get honorary doctorates from University of Sydney](#). The University of Sydney will confer upon former Prime Minister John Howard an honorary doctorate for his work on gun control, foreign relations and the introduction of the GST. Mr Howard will be joined by another former prime minister, Bob Hawke, who is expected to be conferred a similar honour later this year.
11. [Michael Spence and Greg Craven top vice-chancellor pay rises](#) [full chart of VC remuneration packages] Vice-chancellors' pay packets continue to skyrocket, with nine of them now with salary packages of more than \$1 million. An analysis by the HES reveals that the

- average remuneration package paid to a vice-chancellor last year was \$873,571, up \$30,000 on 2014. Michael Spence was the most highly paid vice-chancellor last year, with the University of Sydney's annual report revealing he received \$1,385,000 in 2015, \$220,000 more than in 2014.
12. [UK start-up IN-PART matches universities with industry](#). It's a matchmaking service with a 70 per cent success rate — not bad given the cultural issues that underplay most relationship-building in the tech-transfer space. IN-PART is a young British start-up that promises to serve as a conduit between rhetoric and reality, or how to turn around low levels of business-university collaboration. Last month, the University of Western Australia and the Australian National University became the first universities in this country to climb on board in a step they hope will boost the quantity and success of their industry-based partnerships.
  13. [What students want from universities?](#) If students could swing a giant wrecking ball through Australia's university sector and rebuild it from the ground up, what would tertiary education look like? I thought about this question after reading 220 comments from [last week's blog](#) that considered why students enrol in heavily oversupplied courses.
  14. [A.C. Grayling on higher education](#). Renowned philosopher and author, Professor A.C. Grayling, is the guest on this episode of The Policy Shop podcast. Higher education is the focus of the discussion between University of Melbourne Vice-Chancellor Professor Glyn Davis and Professor Grayling, who is also the Master of the New College of Humanities, which he established in London in 2011.
  15. [Ground breaking national university student survey on sexual assault and sexual harassment launched](#). Australia's first comprehensive national prevalence survey on university student experiences of sexual assault and sexual harassment has been launched. The ground-breaking [Respect. Now. Always.](#) national university student survey on sexual assault and sexual harassment is a key part of an initiative by Australian universities to prevent and address sexual assault and harassment. Universities Australia has asked the Australian Human Rights Commission to conduct the survey, and is working closely with the Commission to implement it.
  16. ["Deeply disturbing" responses to university sexual harassment survey, Human Rights Commission says](#). 150 "deeply disturbing" submissions about sexual assault or harassment at Australian universities have already been received by the Australian Human Rights Commission (AHRC), [one week after launching its landmark survey](#) into sexism on campus.
  17. [What role should universities play in today's society?](#) Universities historically exist as institutions for the creation and dispersion of knowledge. But today, many young people enter university solely to prepare for careers. In an era of demand-driven funding — where universities have the option to recruit as many students as they wish — is it beneficial for most young people to hold a university degree?
  18. [Has the push to get more disadvantaged students into universities been a success?](#) The Department of Education has commissioned an evaluation of the [Higher Education Participation and Partnerships Program](#) (HEPPP), which [helps to](#) improve access to university for disadvantaged students — and also increase retention and completion rates of these students. [The evaluation](#) will look at how effective the program has been, who's benefited, what changes may be required and whether it provides good value for money.
  19. [Academic journals charged by US consumer watchdog](#). Hundreds of Australian academics are linked to a "predatory" academic publisher that has been charged by the US consumer watchdog with deceiving researchers. The US Federal Trade Commission requested a permanent injunction against India-based OMICS Group, its owner, and two of its subsidiaries last week, alleging the online publications named academics as editors without their consent, and falsely claimed research was subject to industry standard peer reviewing. The Australian Competition and Consumer Commission (ACCC) is now also being called on to investigate the [booming academic black market](#) after it emerged that many academics here were also being spruiked as editors of the company's publications, often without their knowledge.
  20. [Waiting for No Go: Universities and the Opportunity Cost of the Indirect](#). Customary discussions on university cost management focus on the parts of our activities that are most structured and most easily costed, like physical infrastructure, IT and teaching delivery. As writers like Massy stress in books such as [Reengineering the University](#), it is possible with effort—really too much effort in this day and age—to analyse who teaches what, at what cost, and with what impact on student satisfaction and learning outcomes.
  21. [International education in NSW grows to \\$7 Billion](#). International education has surged ahead of tourism to become NSW's highest service export industry by nearly \$2 billion, and the number of overseas students at the state's universities has grown by more than 30,000 over two years.
  22. [ANU and UC join forces to offer vertical health double degree](#). The two leading tertiary education institutes in the nation's capital are teaming up to allow students to combine a Bachelor of Medical Science degree from the Australian National University with a Master of Diagnostic Pathology degree from the University of Canberra. "This new vertical double degree gives students a new pathway into health careers by giving them access to outstanding qualifications in two specialist areas," said ANU VC Professor Brian Schmidt.
  23. [UNSW to move to trimesters](#). The University of NSW will introduce a trimester academic calendar with an optional summer term from 2019 as part of its ambitious \$3 billion, 10-year strategy. Vice-Chancellor Ian Jacobs told staff new initiatives would also include an investment of \$75 million in online teaching platforms and learning spaces, including the digitisation of 600 courses over the next five years to "improve the quality, flexibility and personalisation of student curricula".
  24. [Higher education must brace for digital disruption](#). Disruptions to higher education systems and deliveries are fundamentally changing the perceptions of access to information and university attendance, while giving developing countries an advantage over

## Big Data, Analytics, Technology & Digital Disruption

the developed world, says Rob Brown of global education group Navitas. Australian universities already have empty lecture theatres coupled with the knowledge that students are bunking classes and downloading the lecture notes. They are acquiring their information from different sources – and achieving higher results than previous generations.

## Credentialing

25. [Digital Student Data Project eQuals safe repository](#). A transnational initiative to combat fraudulent degrees by converting paper-based credentials into a digital repository has won the backing of Education Minister Simon Birmingham. The Digital Student Data Project, which has been named eQuals, will ensure that students and employers can verify the legitimacy of academic qualifications provided by Australian and New Zealand students.
26. [New system for universities to crack down on credential fraud is ready to roll out](#). Students at two Melbourne universities will be the first to use a new digital system for academic records which will crack down on credential fraud. The system will be rolled out first to University of Melbourne and Monash University, and by 2018 will be operating in 41 universities in Australia and New Zealand. It will allow potential employers to see someone's academic transcript online, provided they give permission.
27. [Old ways not enough to gain workplace credentials](#). University degrees are struggling to keep pace with the demands of evolving workplaces and often don't equip graduates with the applied skills and knowledge needed for new and emerging job roles, a workforce expert says. But micro-qualifications can ensure greater currency in boosting students' work skills, according to Marcus Bowles, chairman of the Institute for Working Futures and workforce adviser to governments and corporations.

## Graduate Outcomes

28. [The Grattan Institute is wrong. We need more science students, not fewer](#). The recommendation that Australia needs fewer science graduates is damaging. Science degrees provide skills that will

be central to the jobs of the future and foster attributes vital in our future leaders. Science degrees have copped more than their fair share of criticism in recent weeks. The Grattan Institute's [Mapping Australia's higher education 2016 report](#) argues that Australia has too many science graduates. What's striking about this finding is that it fails to acknowledge the broad-based value of a scientific education.

## International Students in Australia

29. [International students in Australia struggle on many fronts](#). Is Australia still the land of opportunity for international students? We choose to study in Australia because of its world-leading education system. As international students, we hope a good education will lead us to better job opportunities, even though we pay almost double the tuition of local students to get the same degree.
30. [International student numbers soaring again](#). International education enrolments grew 11 per cent in the first seven months of the year, consolidating the industry's status as Australia's third biggest export earner. Federal Education Department data shows that Australian institutions attracted almost as many students between January and July as throughout the entirety of last year. The figures suggest international education has well and truly recovered from the combined effects of the high Australian dollar, visa changes, attacks on students and college scandals that sent enrolments plummeting between 2009 and 2013.

## Learning & Teaching

31. [Australian Technology Network \\$500,000 fund aims to fill OLT gap](#). The Australian Technology Network has established a \$500,000 annual fund to replicate the activities of the ill-fated Office of Learning and Teaching. ATN executive director Renee Hindmarsh said the fund sought to ensure innovations in teaching and learning continued across the network's universities. The grants scheme will provide up to \$235,000 for projects that will be decided by a panel made up of five deputy vice-chancellors (academic)

and chaired by former University of South Australia academic Margaret Hicks. Successful projects must involve more than one institution.

## Online Learning

32. [MicroMasters allows students to build credit inch by inch](#). Three Australian universities, along with five international institutions, will offer a new set of online microcredentials that can be rolled into on-campus accelerated masters degrees. Australian National University, Queensland University and Curtin are all members of the EdX online learning platform and will join five international universities in offering students across the world flexible, affordable credentials for career advancement and an accelerated masters degree.

## Rankings and Ratings & Benchmarking

33. [Regional universities outperform metro counterparts in wages, employment](#). Regional universities in Queensland are outperforming their metropolitan counterparts in graduate salary and employment opportunities, a national university guide has found. [The Good Universities Guide 2017](#) gives students the chance to compare undergraduate degrees and institutions.
34. [Investment in research driving improvements in Australian universities' OS World University Rankings](#). Australian universities' investment in research has driven improvement in their global rankings, according to a global higher education think tank that produces one of the most influential world university league tables, released this month. The ANU remains Australia's best-ranked university in the [OS World University Rankings 2016](#), but it has slipped out of the Top 20 to 22<sup>nd</sup>.
35. [QS 50 Under 50 ranking: the best young universities in the world](#). Tech-focused universities in Australia and Asia dominate the latest [50 Under 50 ranking](#) (the world's best universities that are less than 50 years old). The Nanyang Technological University (NTU) in Singapore retains the top spot for a third year, followed by five

institutions in Hong Kong and South Korea, meaning that Asian universities take the top six places. Half of the top 10 spots go to science and technology institutes, including the University of Technology in Sydney, which rises eight places and entered top 200 of the [QS world rankings](#) for the first time this year.

36. [Sydney tops innovation ranking.](#) Australia has six universities named in a new innovation-based ranking of Asian universities but is vastly outnumbered by Japan and South Korea. The University of Sydney topped the list of local universities coming in at 28. It was followed by Monash (32), the University of Queensland (33), Melbourne (34), University of NSW (52) and the University of South Australia (74). The ranking from Thomson Reuters uses academic papers, patent filings and commercialisation of discoveries to develop the table.

## Research

37. [The inaugural State of Australian University Research 2015–16: Volume 1 ERA National Report](#) comprehensively details the quality of Australian university research benchmarked against world standards. It identifies the excellence in research across a broad range of universities and the outstanding performances in areas of specialisation. Overall the quality of Australian university research continues to improve.
38. [Australian student fees fund university research: OECD report.](#) Australian tertiary institutions siphon off a large chunk of their earnings, largely obtained from students, to pay for research that is of little benefit to students. The latest OECD education scorecard says Australian universities divert more of their income into research than institutions in most other countries.

## Student Recruitment & Mobility

39. [One in five first-year uni students leaves their chosen course.](#) Drop-out rates at the nation's universities have reached record highs, with more than one in five first-year students leaving their chosen course. The rise in attrition came as domestic student enrolments topped

more than one million for the first time in 2014, with an increase to 1,076,000 last year.

40. [Student visa shift risks \\$18bn in exports.](#) A new "simplified" visa processing regime is causing catastrophic delays to processing overseas student applications and a big spike in visa rejections, causing universities and English-language colleges to postpone courses and threatening the viability of the \$18.5 billion export sector. Education providers say that thousands of overseas students, particularly from China, have been caught up in the new system, introduced on July 1.
41. [Chinese to warn of visa delays.](#) A prestigious Chinese scholarship program that sends 6,000 postgraduates to overseas universities every year is set to advise students to avoid Australia because of extensive delays in the processing of visas.
42. [Top overseas graduates to get extra points for visa to stay on in Australia.](#) International doctorate and masters students studying certain subjects at university in Australia who want to stay and work in the country after graduation are set to get extra points towards a skilled worker visa. As part of the Government's policy to attract more top level immigrants with skills in science, technology and maths, changes to the points test have been announced. Five additional points are now available to graduates from Australian institutions with doctorate level and masters by research qualifications in science, technology, engineering and mathematics, and information and communication technology fields.
43. [2017 New Colombo Plan Mobility Grants.](#) Minister for Foreign Affairs, the Hon Julie Bishop MP, and Minister for Education and Training, Senator the Hon Simon Birmingham, have announced the successful applicants for grants under the 2017 New Colombo Plan mobility program. More than 7,400 Australian undergraduate students will live, study and take up internships in countries throughout the Indo-Pacific region next year under the New Colombo Plan mobility program, bringing the total number of students funded over its first four years to more than 17,000.
44. [Cut-off scores no longer reflect study options.](#) Cut-off scores have become meaningless as gauges of the academic demands of degrees, leaving people in the dark about what to study. A review panel has been told would-be students need a raft of extra information before they can make informed choices about courses. Academics, commentators and policymakers say people need a more consistent and complete picture of the admissions process itself. The advice, outlined in [82 submissions to the government's Higher Education Standards Panel](#), is to be released today. Almost half the submissions say cut-off scores no longer reflect the Australian Tertiary Admission Ranks actually needed, and universities should publish a range of ATARs instead.
45. [Sydney University reveals real ATAR admissions scores.](#) The University of Sydney has become the second major NSW university to fully disclose its admissions scores after [Fairfax Media](#) revealed the practice of admitting students below the advertised cut-off was rife throughout the sector. The move towards transparency from the nation's oldest tertiary institution follows rival [UNSW's decision to do the same in June](#). It comes as thousands of future students prepare to submit their applications to the Universities Admissions Centre for this year's intake. The University of Sydney's [new admissions website](#) shows all minimum, median and top Australian Tertiary Admissions Ranks [ATAR] for its courses.
46. [Australia's ELICOS enrolment grew in 2015 but source markets are shifting.](#) Australia's ELICOS sector (English Language Intensive Courses for Overseas Students) is bucking a global trend of [slowing or shrinking enrolment](#) in English Language Training programmes. [New figures](#) released this week by English Australia show that overall ELICOS enrolment in Australia grew by 4% in 2015 (compared to 2014) to reach a new record of 170,628 students for the year.
47. [Open Universities Australia takes another hit on student numbers.](#) Australia's largest online education provider, Open Universities Australia (OUA), continues to shed students as it struggles to adapt its business model to the highly competitive environment in higher education. OUA chief executive Paul Wappett said the company's total student load in 2015 was down about 10 per cent on the previous year, continuing the loss of students seen since 2012 when a government policy

change ended the quota on subsidised university places.

48. [Navitas in JV with Edith Cowan University](#). Education Provider Navitas has entered into a joint venture agreement with Edith Cowan University for its pathway college, PIBT. The college will continue providing English language, pre-university, international study tours and university pathway programs to international domestic students at ECU's Joondalup and Mt Lawley campuses.
49. [More Singaporeans pursuing degrees in Australia](#). More Singaporeans are heading Down Under for their university degrees, on the back of the fall in the Australian dollar last year. And, with Singapore recognising more degrees obtained there, numbers are expected to pick up even more. Latest figures from the Australian High Commission show that nearly 1,800 Singaporeans started their studies at Australian universities this year, the highest figure since 2012. This is a rise of more than 10 per cent from 2015, according to statistics.

### Who's on the Move (or not)?

50. [Michael Spence gets two more years on Sydney University reform](#). With a big reform agenda halfway through implementation, Michael Spence has been given a two-year extension of his contract to finish what he began. The extra two years will take Dr Spence's contract to the end of 2020 and will be invaluable in achieving the ambitious goals he has set for the university.
51. [Vic-Chancellor Paul Johnson to quit UWA at year's end](#). The University of Western Australia's vice-chancellor Paul Johnson will step down from the university at the end of the year. In a statement, Professor Johnson said he had declined an offer from the university Senate to renew his contract for a second five-year period. Professor Johnson moved to head up UWA in 2012 following a five-year term as head of La Trobe University, after he was recruited from London School of Economics following a three-year term as deputy director.

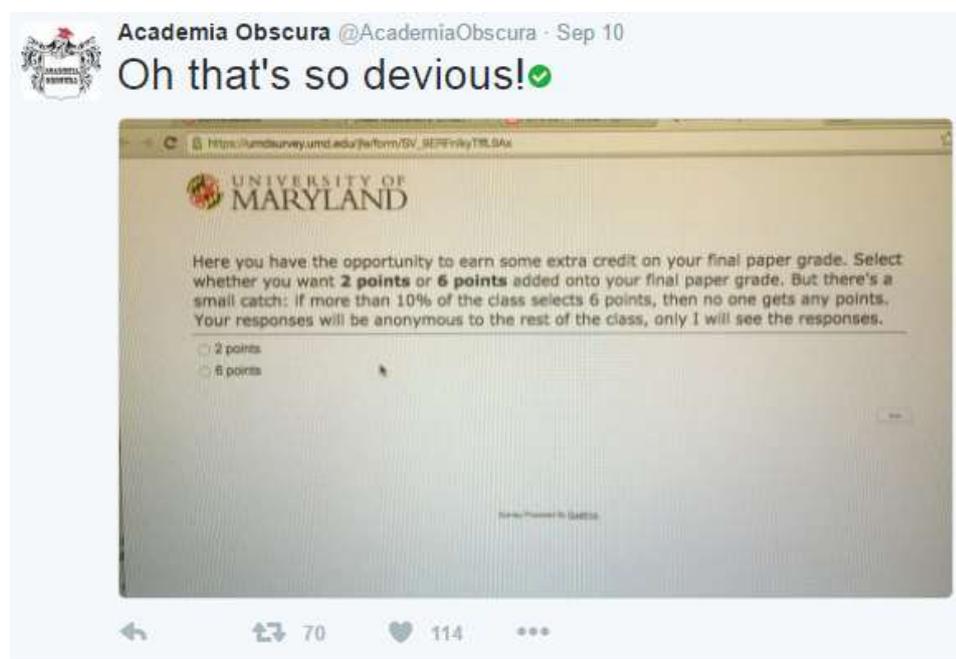
### Tips and Tricks

52. [Creating an Excel menu worksheet](#). By Joe Duggan, IR Decision Support Specialist, Edmonds Community College. This is a fairly simple setup that will allow you to create a menu of links to other worksheets in a workbook and give descriptive names to the menu items. This is particularly useful if you have multiple worksheets in your workbook.
53. [Creating a percent change field in Excel](#). By Erin J. Holmes, Associate Vice Provost for Institutional Research, University of Alaska Anchorage. This tip involves creating a percent change field using the "Show Values As" function in an Excel 2013 Pivot table. Percent change is a valuable figure when examining trend data in an Excel pivot table. Many IR analysts create these data by hard coding the equations into cells adjacent to the pivot table. This works well until the pivot table is expanded and the equations are overwritten by the pivot table!
54. [Developing dashboards and metrics](#). Ask eAIR this month features advice on the best way to develop a dashboard. Dashboards are important tools for all levels of institutional leadership, and proper planning at the beginning of a dashboard project can save time (and headaches) during the design and implementation phase.

### Institutional Researcher's Corner

55. OECD's Education at a Glance published. The Organisation for Economic Cooperation and Development on Thursday published its annual "[Education at a Glance](#)" report, an encyclopaedic compilation of comparative statistics on education from early childhood to the university level.
56. [Mother Lode: Load Planning is Pure Metal](#). Time to crank up the volume and to get loud, load planning season is here. A colleague once quipped that load planning is very much like fantasy football. Trust an Australian to liken the process where we predict and try to land student numbers to a gambling activity. It's a much better tactic to focus back in on the phrase—load planning—for it provides the two critical clues we need to get a gist of the process that sits at the heart of every university budget.

### Frivolous Favourites



## Positions Vacant



Seeking another opportunity in Institutional Research in Australia? Try our [Higher Education Jobs](#) webpage for current vacancies in the profession. If you are seeking an international career change see our American colleagues [AIR Careers](#) page.

## Looking for some training and development?

See our [Training and Development](#) webpage focused on training for institutional researchers.

## Looking for higher education conferences and events?

Here is a selection of upcoming events (or past events) that may be of interest. See our [Events/Fora](#) webpage for more national and international events.

### [The Future of Higher Education Forum 2016: Industry Insights](#)

CQ University is offering an Industry Insights workshop at its Sydney campus on **1 November**.

What will universities look like in 5, 10 or 20 years? How can universities better meet national, business and community needs?

This workshop will explore the future of higher education in Australia. What opportunities and help could corporations and community groups offer universities? What untapped benefits could universities and tertiary institutions offer corporations and community groups?

[Propose a Session for the 2017 AIR Forum - Call for Proposals](#) Now Open September 13 – October 16, 2016

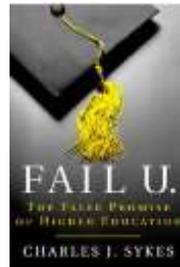
[The Call for Session and Workshop Proposals](#) for the 2017 AIR Forum to be held May 30-June 2 in Washington DC, is now open. The Forum is

the world's largest gathering of higher education professionals working in institutional research, assessment, planning, and related postsecondary education fields. This four-day conference offers more than 300 presentations on topics representing all sectors of higher education. Submitting a presentation proposal is the first step of the selection process.

## Enjoy Reading?



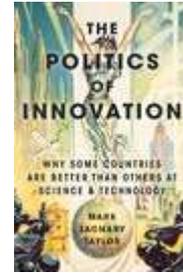
Here are a few recent releases:



### [Fail U: The False Promise of Higher Education](#)

Charles Sykes [riled many](#) in higher education with his [1988 book](#), *Profscam: Professors and the Demise of Higher Education*. Now the senior fellow at the Wisconsin Policy Research Institute and Wisconsin-based conservative talk radio host is back with a [new book](#), *Fail U: The False Promise of Higher Education* (St. Martin's Press), which hit the shelves earlier this month.

As with Sykes's last book, this one is sure to have many critics within academe. Some of Sykes's broadsides apply much more to selective research universities than to the public, four-year institutions and community colleges that most students attend. Examples include his criticisms of the campus safe-spaces push and of tenured professors who focus more on research than on teaching undergraduates.



### [The Politics of Innovation: Why Some Countries Are Better Than Others at Science and Technology.](#)

Author Mark Zachary Taylor

Why are some countries better than others at science and technology (S&T)? Written in an approachable style, *The Politics of Innovation* provides readers from all backgrounds and levels of expertise a comprehensive introduction to the debates over national S&T competitiveness.

Book Review by Alex Usher (Higher Education Strategy Associates - Canada) [here](#).



### [The Dream is Over: The Crisis of Clark Kerr's California Idea of Higher Education.](#)

Free pdf download.

Author: Simon Marginson

*The Dream Is Over* tells the extraordinary story of the 1960 Master Plan for Higher Education in California, created by visionary University of California President Clark Kerr and his contemporaries. The Master Plan's equality of opportunity policy brought college within reach of millions of American families for the first time and fashioned the world's leading system of public research universities. The California idea became the leading model for higher education across the world and has had great influence in the rapid growth of universities in China and East Asia. Yet, remarkably, the political conditions supporting the California idea in California itself have evaporated. Universal access is faltering, public tuition is rising, the great research universities face new challenges, and educational participation in California, once the national leader, lags far behind. Can the social values embodied in Kerr's vision be renewed?

# Higher Education Abroad

by Louise Hargreaves

## Global News & Views

1. [Experts say education headed for dramatic shift by 2020](#). Fast Company describes the five ways that the industry of education is likely to change by the year 2020, with communication, technology and industry driving the rapid shifts over the next four years. According to some experts, remote learning, credentialing, student feedback, and the ability to adapt will be the biggest changes that students will expect, and that leaders will be forced to accommodate.
2. [What Will Higher Education Look Like 5, 10 or 20 Years From Now?](#) Free college, online-driven education and aligning skills with in-demand jobs are just some of the ways colleges may change in the future. After all, with student loan debt in the trillions, college graduates unprepared for entry-level positions and many people dropping out before earning a degree, it's become clear that something has to be done to address higher education's problems.
3. [Kiwis gaining more higher-level qualifications](#). Tertiary Education, Skills and Employment Minister Steven Joyce has welcomed figures that show 56 per cent of New Zealanders aged 25-34 years old now hold a higher-level tertiary qualification. A report- *Profile & Trends 2015: Tertiary Education Outcomes and Qualification Completions*, showed that last year there were 138,000 tertiary qualifications completed by New Zealanders and 22,500 qualifications by international students at tertiary providers across the country.
4. [ENZ prioritises sustainable growth after boom years](#). After two years of double digit [growth](#) in student enrolments and tuition revenue topping NZ\$1bn, New Zealand is now focused on ensuring its growth is sustainable. Education New Zealand launched a raft of initiatives and programmes at the New Zealand International Education Conference ([#NZIEC](#)), held in Auckland this month, aiming to bolster the industry, after initial 2016 visa numbers indicated a drop in students.
5. [New Zealand: Indian students to be reassessed after international academy closes down](#). Stakes are high for more than 300 international students who will be sitting for an exam that will decide their future in New Zealand after the untimely closure of their international college in Auckland. There were claims that test results were falsified to ensure that students scored high enough marks to make them eligible for admission.
6. [How are global MBAs taking care of business?](#) Institutions know they are nurturing business skills that will no longer help students entering the national marketplace, but a global one. Therefore, a specific focus on entrepreneurship, specialisations and the uptake of digital delivery to offer more flexible learning are shaping the business school sector and MBA marketplace today.
7. [Could Ivy League fundraising ruin higher education?](#) Harvard University recently set a new record for fundraising volume, earning more than \$7 billion in private gifts and donations. As elite institutions continue to raise and save billions without tax implications or controls for investing, smaller institutions will not be able to keep pace with the resources and value offered at Ivy League institutions.
8. [US: Tuition is now a useless concept in higher education](#). Colleges should instead publish five numbers: how much they spend each year on educating each student; the range a family is expected to contribute to that expense, from zero to a maximum; how much a family contributes on average; the range of what a college itself will contribute for each student; and how much the college contributes on average to the total expense for each student.
9. [2016 Coding Bootcamp Course Report Alumni Outcomes & Demographics Study](#). Course Report presents the results of its latest and most comprehensive survey of graduates in the coding bootcamp space. We surveyed graduates from 52 qualifying coding schools and received 1,143 qualified graduate responses. The majority of graduates of coding bootcamps are finding full-time employment, and 73% of graduates surveyed report being employed in a full-time job requiring the skills learned at bootcamp, with an average salary increase of 64% or \$26,021.
10. [Selingo: National tuition crisis requires new plan](#). In a column penned for The Washington Post, Jeffery Selingo offers a three-tiered plan to solve the tuition increase riddle — require schools to publish costs by family contributions and academic offerings, to publish a four-year tuition rate, and to revamp the pricing model for courses in the form of a subscription plan. Selingo argues these changes would help families become more informed about the real price of college and make better decisions about which colleges offer the most return on investment post-graduation.
11. [Are mergers the last hope of survival for small US colleges?](#) Jeff Selingo writes in the [Washington Post](#) about the growing need for colleges with fewer than 1,000 students to consider consolidation as a path towards survival, as total national enrolment has fallen by more than 5% since 2010. [Selingo references a report](#) which suggests that more than 700 colleges are too small to see a viable trajectory of growth, noting the majority of the 72 colleges to close in the last decade all had enrolments below 1,000 students.
12. [Students value college, but not for the reasons you'd think](#). With the cost of a college education uppermost in the minds of students and their parents, the actual value of college, and even how



you might begin to measure it, has increasingly come under scrutiny. If conventional thinking is that higher education represents a means to an end and a way to accelerate a student's post-college earning potential, then that view is counter to new research conducted by Barnes & Noble College, and *Money*.

13. [Elsevier's New Patent for Online Peer Review Throws a Scare into Open-Source Advocates](#). Patents on software can be controversial. And often, so is the company Elsevier, the giant journal publisher. So when word hit the internet stating that Elsevier had just been awarded a [patent](#) for an "online peer-review system and method," reaction from people aligned with the publishing and open-source worlds came swiftly on [Twitter](#) and in other [online venues](#), much of it reflecting suspicion about the company's motives.
14. [Canada: Average undergrad tuition rises to \\$6,373 this year](#). The cost of post-secondary education increased by 2.8 per cent this year, rising at a slightly slower pace than what students saw in 2015. Statistics Canada reported Wednesday that the average university undergraduate will pay \$6,373 in tuition costs for this school year. That's up from an average of \$6,201 in the previous school year.
15. [EU proposes changes to work permit policies](#). A recent OECD report recommends the European Union reform its legal labour migration policies to make it easier for foreign graduates to obtain work permits. [Recruiting Immigrant Workers: Europe](#) suggests that long term competitiveness hangs in the balance, noting that, while the EU now hosts more international students than the US, a smaller percentage of those students stay in Europe after graduation when compared to non-EU OECD countries.
16. [UK: Higher Education Facts and Figures](#). Universities UK's annual [Higher education in facts and figures](#) booklet is published 'today' and, as ever, is full of useful stats, charts and infographics. It covers a range of areas – from university admissions and qualifications, to data on staff, research funding and international students.
17. [UK: Why one in 10 students drop out of university in their first year](#). It is, according to a [report by centrist thinktank the Social Market Foundation](#), a problem that doesn't shift: nearly 6% of university students drop out after their first year and, in 20 establishments, the figure is 10%. At the London Metropolitan University, the number rises to one in five (20%). Retention rates haven't gone down since 2010, but they remain "stubborn", and very few institutions have made significant improvements, says the report.
18. [Ireland: Bruton says universities must reform in return for more money](#). Universities must agree to a series of reforms in return for any increases in funding, Minister for Education Richard Bruton has said. Mr Bruton conceded that universities were under funding pressure following the publication of global rankings that saw all but one of the State's universities fall, but said "virtually every part of the public service" was experiencing similar problems.
19. [Germany: €3.5bn needed to educate refugees](#). Germany will need €3.5bn in funds in order to provide appropriate education to refugees, according to a recent report released by the Cologne Institute for Economic Research (IW Köln). Of that support, an estimated €1.2bn is needed to provide vocational training and college preparatory language courses for around 120,000 refugees.
20. [Finland: Academics question pressure to merge universities](#). The Finnish Ministry of Education and Culture is pressing universities to reform their curricula to give up smaller disciplines and give a higher profile to their strengths, specialising in particular subjects. The ministry has re-allocated €50 million (US\$55.8 million) from the 2016 block grant for universities as an incentive to carry out the changes.
21. [Massive Government Subsidy Seeks to Reshape Higher Education in Korea](#). Should higher education institutions be a place for intellectual growth or job preparation? A controversy over exactly that question recently ensued when the Korean Ministry of Education implemented a program aimed at increasing the country's engineering ranks, and winnowing its supply of liberal and fine arts graduates.
22. [China releases outward facing international education strategy to 2020](#). There are no surprises in the Chinese government's latest plan for the country's international education sector, stakeholders have said, as the blueprint, which aligns with the country's current [Five Year Plan](#), reflects a shift in focus to be more outward looking. The document, entitled *Guidelines on Works in Opening Up the Education Sector in the New Era*, lays out the government's intentions to strengthen China's image as an attractive study destination, boost the quality of international education provision, and encourage partnerships with foreign education institutions and enterprise.
23. [China launches One Belt, One Road scholarships](#). Months after publishing its [latest guidelines](#) on the internationalisation of education, China's Ministry of Education has announced new scholarships that will fund 7,500 students to study abroad, as well as 10,000 international students to study in China. The scholarships align with China's 'One Belt, One Road' initiative to build education collaboration with nearby countries along the Silk Road and Maritime Silk Road trading routes – mostly in Central Asia, South Asia and Southeast Asia.
24. [China: Education part of G20 summit's "innovative growth"](#). Deepening educational ties between the world's strongest economies was on the agenda at the G20 summit held in Hangzhou, in the Chinese province of Zhejiang this week. With its dominance of globally mobile students, its increasing attraction as a study destination itself and as the host of this year's summit, China especially was a sought after partner for educational and cultural links.
25. [Scepticism over latest 'world-class' universities plan](#). China is eager to improve the standing of its higher education sector, wanting it to match the country's economic clout, but a blueprint released late last year aimed at boosting the construction of "world-class universities and world-class majors" has been widely criticised as "old wine in a new bottle", writes Alice Yan for *South China Morning Post*.
26. [Top Countries with Educational Collaborations in China](#). According to Chinese-Foreign Cooperation in Running Schools (CFCRS), a total of 2,403 educational partnerships exist in China at all levels of education system, from primary to higher education. By 2015, about 460,000 students enrolled at higher education level through cooperated institutions or programs

- between Chinese universities and overseas partners, such as the University of Nottingham Ningbo China (UNNC), Duke Kunshan University (DKU), Xi'an Jiaotong-Liverpool University, and Shanghai New York University.
27. [This year the number of int'l students in South Korea breaks 100,000 for first time.](#) Number of students from overseas has skyrocketed from 3,954 in 2000 to 104,262 in 2016. In 2016, the number of international students in South Korea passed 100,000 for the first time, with Korea University the institution with the greatest number of international students enrolled. Figures on current international student numbers published on the university information site Higher Education in Korea (academyinfo.go.kr) on Sep. 18 showed Korea University ranking highest among four-year institutions with 4,333 international students from overseas in 2016.
28. [Turkey's universities are being purged: we cannot afford to look the other way.](#) As the Turkish government continues to arrest academics across the country, with little to no judicial oversight, Turkish academia finds itself cast back into the murky uncertainty of the 1980s, and the subsequent censorship and disappearances. Just this week, another 74 academics were arrested under the auspices of being affiliated to Fetullah Gülen, the self-exiled cleric currently accused of masterminding a failed coup against the Erdogan's government.
29. [An Unflattering View of UAE Higher Education.](#) After two decades of explosive growth of its higher education sector, the oil-rich United Arab Emirates has become the biggest international higher education hub in the world. But a new study points to serious shortcomings in the country's universities and colleges.
30. [Report: Russian universities should modernize to compete globally](#) The U.S. government spends four times more on education than Russia, with American educational institutions receiving \$37.6 billion from the state in 2015, while their Russian counterparts saw only \$8.7 billion in government support. Experts believe that the modernization of Russia's universities could have a huge impact on the country's economy, as well as help reduce dependence on state financing.
31. [Russian binary system 'damaging' universities and science.](#) It will be "impossible" for Russia's universities to become internationally competitive as long as academic science and medical research take place outside universities in specialised academies. That is the steadfast view of Philip Altbach, research professor and founding director of the Center for International Higher Education at Boston College, who said that the separation of science and medicine "deprives" the country's universities of funds for research and "inhibits" interdisciplinary work.
32. [How Can Learning Analytics Improve the Student Experience?](#) Colleges and universities are doubling down on learning analytics. They're trying to figure out how to better use the rich data they're increasingly capturing about their students and how to improve our collective understanding of the impact of analytics on teaching and learning.
33. [Higher ed consortium reveals big data best practices.](#) A group of higher ed professors, educational technical vendors and consultants has released findings on how to more carefully manage and utilise data mined by common systems and predictive analytics. The [report](#) calls for schools to emphasise data usage in four tiers: scholarly research, admissions and student support, alternative credentials, and catalogs of information on student activities and credentialing for non-academic skills.
34. [5 seemingly ubiquitous technologies higher education is still unsure about.](#) eTextbook engagement analytics, cloud systems, career training programs, MOOCs, flipped learning, virtual worlds, game-based instruction...the list could continue for pages. And while institutions emphatically communicate that many of these technologies and practices are part of higher education's reinvention need further research, even some of the seemingly accepted innovations have yet to receive a clear green light.
35. [Imagining the digital future of academic records.](#) First established in 2012, the Groningen Declaration Network is a global group of more than 50 institutions, associations, and other stakeholders. The network is concerned with the development of a global system for storing, authenticating, and sharing digitised academic records.
36. [The Promise of Virtual Reality in Higher Education.](#) Virtual reality teeters on the edge of becoming mainstream, with software development outstripping the hardware and memory storage needed. In this article, a librarian and an art historian discuss the many ways that VR may transform learning and student experiences.

## Brexit

37. [British business schools can take advantage of Brexit.](#) On the face of it, Britain's business schools are at the raw end of Brexit. One of their big draws is the idea that they are a stepping stone to one of the multinationals based in the UK or financial services firms that are based in London, Europe's capital of finance. Brexit is a threat to these industries and EU students' right to stay in the UK after graduating.
38. [Graduate jobs market shrinks 8% after Brexit vote, survey says.](#) The number of graduate jobs on offer shrunk by nearly 8 per cent this year as employers reacted to Brexit and shifted their focus to apprenticeships, a survey says. The 154 companies who provided comparable data for the Association of Graduate Recruiters' annual survey said that they had 19,732 graduate-level positions to fill for 2016, compared with 21,427 last year (down 7.9 per cent).
39. [Universities fear UK's global reputation in jeopardy due to Brexit.](#) University vice-chancellors fear the UK's global reputation for higher education and research is already at risk after the vote to leave the EU, with more than 80% of university chiefs surveyed saying they believed the risk to funding would be "considerable". Three-quarters of UK vice-chancellors who replied to a survey by the Liberal Democrat education spokesman, John Pugh, said they believed Brexit was a risk to the international standing of UK universities. Several added that their institutions had already seen an adverse effect on staffing.

## Corporatisation/Corporate Partnerships

40. [What Happens When Universities and Bootcamps Join Forces?](#) Three years ago University of New Haven Provost Dan May was weighing how to respond to a shifting job market for his students. His institution was already working with outside help to rethink the school's engineering education. Recognizing significant new demand for data scientists, and after being introduced to the work of Galvanize, a Denver-based company that runs coding bootcamps in several cities, May decided to look more closely at the potential of a university-bootcamp partnership.

## Credentialing

41. [Alternative and Next-Generation Credentialing](#). In recent years, the higher education space has seen stunning transformation in the way we recognize and credential student learning. With the resurgence and expansion of competency-based education, we've seen the value both students and employers put into mastery and learning outcomes. With the expansion and success of coding bootcamps—as well as institutional non-credit offerings—we've come to understand that a degree is not the ultimate goal for many learners.
42. [Renewed push for qualification recognition in Asia](#). The Sustainable Development Goals, in particular Education 2030, are providing renewed impetus for region-wide and global principles for higher education qualification recognition across borders, according to delegates at a meeting of Asia-Pacific countries hosted by UNESCO to address challenges facing the region's growing numbers of internationally mobile students.
43. [Future of credential evaluation – Digital data, networks](#). With nearly five million study abroad students worldwide and millions of refugees escaping conflict or in search of a better life, international credential evaluation has never been more important, says evaluation expert Margaret Wenger.

44. [Are micro-degrees the future of higher education?](#) As the name suggests, micro-credentials qualify individuals to execute specific skills, often in the math, science and technology fields. They're earned in far less time than traditional degrees — and for a fraction of the cost. Think of them as the next generation of MOOCs (Massive Open Online Courses), only more comprehensive, and with a credential at the finish line.
45. [6 reforms that will move “credentialing” away from “learning”](#). New US federal policies should apply credentialing reform pressure on colleges and universities, a report claims. The federal government should adopt policies that separate learning from credentialing to help individuals more effectively demonstrate educational mastery to prospective employers, asserts a tech policy think tank in a new analysis. [Why It's Time to Disrupt Higher Education by Separating Learning from Credentialing](#), from the Information Technology and Innovation Foundation (ITIF), notes that credentialing currently comes mostly in the form of traditional college diplomas, but because information technology has reshaped industries by increasing quality and decreasing cost, the time has come for the same type of transformation in higher education.
46. [Badges are essential to millennial college experience. According to University Business](#), millennials enjoy the competitive aspect of earning badges, but also appreciate the ability to bolster their exposure to companies and industries seeking qualified entry-level employees. Business, technology, education and healthcare are the nation's top programs awarding undergraduate badges and credentials
47. [Credentials Reform: How Technology and the Changing Needs of the Workforce Will Create the Higher Education System of the Future](#). The shift in postsecondary credentialing and the needs of the 21st-century workforce will revolutionize higher education. Colleges and universities have vast potential to be positive agents of this change.

## Graduate Outcomes

48. [The 19 European universities where graduates earn the most](#). Switzerland,

France, and Britain have the most universities in top 19 ranking of where graduates earn the most in Europe. That is according to [Emolument.com](#)'s table of European colleges with the highest earning graduates. The group analysed the salaries and bonuses of 5,622 graduates with a Bachelor or Masters degree from a European university and who has had 5-10 years' professional experience, in order see the median salary for graduates from each higher education institution.

49. [Strengthening the connection between education and employment](#). Employability is a major demand driver for education. There is considerable evidence from markets around the world, however, that college and university programmes do not always track closely with labour market requirements. Many institutions are now moving to better align their programmes with labour market needs, in part via new services that aggregate large amounts of data on graduate outcomes and employer requirements.
50. [Finland's International Students Choosing to Stay and Work Post-Graduation](#). While it's natural to assume that most international students head back home after completing their coursework abroad, data from [Finland](#) tell a very different story. In fact, more than half of international students were still working in Finland a year after graduation, according to a recent report from Finland's [Centre for International Mobility](#).
51. [China's Graduates Face Rapidly Changing Jobs Scene](#). For an illustration of how China's economy is changing, take a look at this year's army of college graduates. With a record number of students set to don cap and gown, new research shows that a bachelor's degree is no longer the career ticket it once was.

## Online Learning

52. [MITx philosophy MOOC introduces instructor grading](#). Students will be able to have work graded by professional philosophers. If one of the core philosophies of online learning is to democratize education, then a new verified certificate option for a philosophy course on MITx on edX — the massive open online courses (MOOCs) offered by the Institute — brings the concept full circle.

53. [MIT launches first online architecture, systems engineering program](#). MIT Professional Education's new four-course online professional certificate program, Architecture and Systems Engineering: Models and Methods to Manage Complex Systems will provide a state-of-the-practice view on model-based systems engineering for technical professionals and engineers.
54. [Mapping the Transformation of the Online Education Marketplace](#). As the online education marketplace continues to grow, colleges and universities need to carefully consider the role online education will play at their institution and do more to ensure these learners are integrated better into the campus community.
55. [US: Explore Online Education Trends in 4 Bar Graphs](#). Online higher education continues to [grow in popularity](#), and a deeper dive into data offers insight into the types of [online programs](#) where students are flocking. About 5.8 million students enrolled in at least one online course in fall 2014, according to a [report](#) released earlier this year from the Babson Survey Research Group, an organization that explores trends in education. Check out these four bar graphs to discover what the reports reveal about online students and what they're looking for.
56. [MicroMasters on a Global Scale](#). MOOC-based master's degree initiative expands to more than a dozen universities. Will learners opt to enroll or settle for a certificate? Fourteen universities around the world are launching modular master's degree programs in which students can complete up to half of the course work online, earn a credential and then decide whether they want to apply to pursue the full degree.
57. [Why America's MOOC pioneers have abandoned ship](#). There are still plenty of people interested in producing and taking MOOCs, but the founders of the American companies that create them have lately become about as scarce as the crew of the *Mary Celeste*. In 2014, Coursera founder Andrew Ng [left](#) day-to-day activities that company to join the Chinese search engine firm Baidu (although he remains Coursera's Chairman of the Board). Earlier this year, Sebastian Thrun, founder of Udacity, departed [that company](#) earlier this year perhaps frustrated by what he once famously called its "[lousy product](#)." Last week, Coursera's other co-founder, Daphne Koller, [exited](#) in order to join a subsidiary of Google.
58. [Coursera moves into corporate online training](#). Online MOOC provider, [Coursera](#), has launched an enterprise platform, offering courses to companies to meet employee training needs. [Coursera for Business](#), which is focused on workforce development, marks Coursera's entry into the corporate online learning market. [Rick Levin](#), CEO, said the move is a way to scale the impact of the platform and its university partners.
59. [The Rise of the Online Degree at US Public and Nonprofit Universities](#). Despite their [well-documented scandals](#), we have for-profit universities to thank for popularizing online learning. They [pioneered](#) online degree options, and while enrollment in online degree programs at for-profit universities has [dipped](#), overall online enrollments are up thanks to their [growth](#) at public and nonprofit universities.
60. [Why colleges and educators should build their own online communities](#). Self-built online communities are critical, especially now that Microsoft bought LinkedIn. Here are 7 steps toward that goal. Over the past decade, many college administrators (and other related campus groups) have relied on LinkedIn groups to build community among their peers, professors, student groups and more.
63. [Obama Administration Announces Release of New Scorecard Data](#). The College Scorecard refresh includes more than 1,700 data points for more than 7,000 institutions of higher education. The data update reflects information from the Integrated Postsecondary Education Data System (IPEDS) at the National Center for Education Statistics, the National Student Loan Data System, and tax records provided through the U.S. Department of the Treasury. The new data published include graduation rates from the 2014-15 academic year, debt amounts and repayment rates from the 2014-15 award years, and earnings information from the 2013 tax year.
64. [China launching increasing number of journals in English](#). Chinese universities and publishers are rapidly launching English language journals in a bid to internationalise Chinese research, according to a new survey of the rapidly changing publishing market in China. "New English journals are springing up like mushrooms," according to a market report about China, released on 24 August by the Publishers Association, which adds that the trend is driven "by the desire for international impact" among institutes, universities and publishers.
65. [Chinese universities break into top global rankings for the first time](#). The growing strength of China's higher education system has been [on full display of late](#), most recently with the country's strong showing in major global rankings. China's Tsinghua University became the first-ever Chinese institution to crack the top 20 in the Times Higher Education World Reputation Rankings this year. In total, China placed a record-high nine institutions in the global reputation ranking for 2016.
66. [U-Multirank: New partnership with the Chinese Higher Education Evaluation Center](#). U-Multirank is further expanding the breadth of universities in its web tool ([www.umultirank.org](#)) by partnering with the Chinese Higher Education Evaluation Center (HEEC) of the Ministry of Education. The U-Multirank consortium, represented by project leader, Professor Frank Ziegele and the HEEC's director general, Professor Wu Yan signed an agreement to launch a pilot project to bring Chinese universities into U-Multirank.

## Rankings, Ratings and Benchmarking

61. [Books to be included in World University Rankings analysis for first time](#). Arts and humanities research will be better represented in the 2016-17 global league table. The *Times Higher Education World University Rankings* for 2016-17 will include an analysis of more than half a million books and books chapters for the first time as part of its examination of research excellence.
62. [Top 200 universities in the world 2016: the global trends](#). The *QS World University Rankings* were released in early September. Although there is often particular interest in the individual institutional narratives thrown up by each iteration, closer examination of the datasets also allows us to discern

## Student Recruitment and Mobility

67. [Measuring the ROI of international student recruitment](#). A US-based team has launched a new, freely available online tool to assist international educators in tracking and analysing return on investment (ROI) metrics. The ROI model is focused on tallying the investments of staff time and budget for student recruitment, and the corresponding returns. It also aims to factor in more subjective, qualitative variables that play an important role in shaping returns on marketing and recruitment activities.
68. [Five emerging markets to watch](#). Most major study destinations rely on a relatively small number of sending markets for a significant share of their international enrolments. As a result, many international educators are placing a greater emphasis on diversification and on expanded recruiting in emerging markets. With a view to long-term market fundamentals, we have some of the most promising markets for student recruitment in focus below: Vietnam, Colombia, Indonesia, Nigeria, and Iran.
69. [US: Big Ten Universities Become Bigger with International Students](#). American universities and colleges enrolled 350,000 more international students in 2014/15 as compared to 2007/08, indicating strong [attractiveness of U.S. higher education institutions](#) among globally mobile students. During the period of seven years since the beginning of the global financial recession, the number of international students in the U.S. increased by 56% to reach nearly 975,000 students.
70. [Enrolment of international students in US universities and colleges up by 67 percent since 2001/02](#). The data shows that between 2001/02 and 2014/15, the number of international students in the U.S. universities and colleges increased by 67% to reach nearly 975,000 students. This shows the post-9/11 resilience of the U.S. higher education institutions among international students.
71. [US: The "stealth student" applicant becomes growing concern for admissions](#). Officials in college and university admissions departments are increasingly working to connect with an elusive new applicant demographic: the "stealth student." The alliterative descriptor has caught on in higher ed circles, as has the recognition that capturing the attention of these unknown students—whose first contact with a school's admissions department is when they submit an application—will be central to remaining competitive in the Millennial age.
72. [US: Rising costs boost out-of-state student enrolment nationwide](#). The New York Times reports that the number of students choosing out-of-state public institutions across the country has "nearly doubled since 1986," a trend the Times attributes to aggressive recruitment tactics by public institutions seeking to offset state budget cuts.
73. [US ELT providers reporting enrolment declines this year](#). Intensive English Programmes (IEPs) across the US are experiencing deep declines in enrolments, pushing administrators to look for new markets, develop new partners, and be more resourceful in order to ride out the current economic drought. An industry with a history of cyclical fortunes, the IEP sector has been hit heavily by cutbacks to Saudi Arabia's King Abdullah Scholarship Programme (KASP), which propelled a boom in both the number of IEPs and the overall enrolment of Saudis in language studies and undergraduate programmes across the US since its inception in 2005.
74. [Parents name U.S. as top study destination to send their kids](#). For most parents, the U.S. remains the most popular choice when considering an overseas university education for their child, revealed HSBC in its latest report. In its *The Value of Education: Foundations for the future report*, nearly half (48 percent) of the parents who participated in the survey named the U.S. among their top three study destinations – alongside the U.K. and Australia – from a list of 50 countries when contemplating their child's international university education.
75. [Which U.S. Universities Have The Most International Students?](#) [Infographic]. In 2015, 974,926 [international](#) students were enrolled in U.S. universities, representing 4.8 percent of the total undergraduate and graduate population. China is the greatest source of international students by far, accounting for over 30 percent last year, followed by India, South Korea, Saudi Arabia and Canada. Given the record numbers of students arriving from foreign shores, which university can stake a claim to being America's most international? The Wall Street Journal used Institute of International [Education](#) data [to find out](#).
76. [46 Study Abroad Statistics: Convincing Facts and Figures](#). The number of American students who go abroad has more than tripled in the past two decades (304,467 students in the 2013-2014 academic year), and [this increase is likely to continue](#). International education is on the rise, and for good reason: research has shown that students who study abroad have better career prospects and are more socially aware.
77. [Canada no longer issuing long-term study permits for international students with conditional offers](#). Canada has recently introduced changes to the issuing of study permits based on conditional admissions at higher education institutions due to concerns of abuse by students. Immigration, Refugees and Citizenship Canada (IRCC) announced last month that students who needed to complete a pathway or language program prior to continuing on to post-secondary study must now obtain separate study permits for each course.
78. [Does your school offer the 6 best majors for jobs of the future?](#) Computer science and engineering are among the six majors and fields of study that can best prepare students to secure a job of the future, according to [a new study from Indeed](#). Students looking for strong career paths in the future should consider majors such as computer science, engineering, healthcare administration, and finance, according to *Indeed's* findings.
79. [Record-breaking number of students offered places in UK universities and colleges](#). Some 424,000 students have won their place at universities and colleges across the UK, the highest number ever recorded on A-level results day, which also saw a three percent increase from last year's figures. As for EU students, despite concerns that many would turn to alternatives post-Brexit, their numbers have actually increased by 11 percent this year – another record-setting number.

80. [Non-EU student visa applications to the UK fall for second successive year](#). The latest figures for the number of students from outside the European Union (EU) applying for visas to study in the UK has gone down, raising concerns in the higher education sector of a decline in foreign enrolments. According to [data published by the Office for National Statistics](#) (ONS), sponsored visa applications from non-EU nationals to study at UK universities fell by two percent in the year ending in June 2016.
81. [China: UK 'super priority' student visa pilot launches](#). Students from China will be able to obtain a Tier 4 visa to study in the UK within 24 hours, under a 10-week super priority visa pilot scheme. Over the trial period, over-18s applying in-country in three major cities for a General Tier 4 visa – offered to all long-term adult students – will be given the option to upgrade to a super-priority appointment.
82. [Malaysia competing for a greater share of international students](#). UNESCO's recent recognition of Malaysia as [one of the top 10 destinations for post-secondary education](#) bodes well for the Malaysian government's goal to significantly increase its enrolment of international students to [250,000 by 2025](#). Since 2014, Malaysia has jumped in the rankings of UNESCO's latest International Student Mobility Survey from 12th place to ninth.

## AAIR Newsletter Issue 10, October

A great way to get involved with the AAIR community is to share your thoughts and ideas. Do you have something you would like to share with your IR colleagues? The next AAIR Newsletter will be published in late October. Please send your contributions to the [editor@air.org.au](mailto:editor@air.org.au) by Wednesday October 19.



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